



FINANCIAL INSTITUTIONS TODAY

News and topics of interest to financial institutions regulated by the Department of Banking and Finance

October 2016

Inside this issue:

New Email Addresses for Department Staff	2
2017 State Holidays	2
Action on Applications for the Month	3
DBF Outreach	4

Managing Reputation Risk Through Social Media

More and more financial institutions are utilizing social media (e.g., Facebook, Twitter) to carryout marketing, customer interaction, and/or community involvement efforts. Social media can be a great outlet to advertise and interact with the customer base; however, negative feedback can be damaging to an institution's reputation. If your institution currently has a presence on social media, or if you are contemplating having a presence in the future, the following article from *Credit Union Times* provides five helpful tips on responding to negative complaints through social media: "[5 Ways to Fight Social Media Fiascos](#)".

Cybersecurity Assessment Tool

On October 17, 2016, the Federal Financial Institutions Examination Council (FFIEC) issued a frequently asked questions (FAQ) guide related to the Cybersecurity Assessment Tool (Tool). The FAQ guide answers questions and clarifies points in the Tool and supporting materials based on questions received by the FFIEC members over the course of the last year. The Tool was developed to help management determine an institution's risk profile and determine an institution's inherent risks and cybersecurity preparedness. The Tool provides a repeatable and measurable process that management may use to measure cybersecurity preparedness over time. The Tool can be accessed at www.ffiec.gov/cybersecurity.htm.

Online Examiner's Guide for Credit Unions

On October 21, 2016, the National Credit Union Administration (NCUA) released an online Examiner's Guide, a new interactive tool with searchable content, for credit union staff and examiners. With the launch of the online guide, the NCUA also issued updated guidance on the areas of interest rate risk, risk-focused exams, total analysis process and fidelity bond coverage. The guide was developed by the NCUA working with the National Exam Committee (NEC). The NEC gathered comments from examiners regarding the Examiner's Guide, exam processes, procedures, and emerging issues affecting exams. National Association of State Credit Union Supervisors representatives on the NEC are Denise St. Pierre (NH), Dawn McCaskill (GA), and Edward Schutte (OR). The Examiner's Guide can be viewed at <https://www.ncua.gov/newsroom/Pages/news-2016-oct-ncua-launches-new-examiners-guide.aspx>.

Supervision Division Personnel Changes

Justin McElheney has been promoted to the position of Supervisory Manager. Justin is a graduate of the Terry College of Business at the University of Georgia with a Bachelor's of Business Administration in Organization Management. Justin joined the Northeast District (District 2) in October 2005 as an Assistant Financial Examiner and was promoted to Supervisory Examiner in April 2012. Justin has worked with a wide range of financial institutions in both size and complexity. He is both a Bank Security Act (BSA) and Information Technology (IT) Subject Matter Expert (SME) and has advanced training in Capital Markets. He is also a Certified Examinations Manager.



Supervisory Staff Changes

The Department has made some internal, strategic changes regarding distribution of workloads for supervisory staff related to oversight of state chartered institutions. Effective November 2, 2016, assignments are as follows:

Brittany Bohannon, Supervisory Manager (Trust Specialist; Accounting Specialist):
Banks and Holding Companies (Districts 1 and 5); Merchant Acquirer Limited Purpose Banks
bbohannon@dbf.state.ga.us 770-986-5049

Mathew Robinson, Supervisory Manager (Large Institution Specialist):
Banks and Holding Companies (District 2, United Community Bank, Fidelity Bank); Credit Unions (Districts 1 and 2)
mrobinson@dbf.state.ga.us 770-986-1627

Justin McElheney, Supervisory Manager (SME for Compliance with the BSA and SME for IT; Central Point of Contact for National Credit Union Administration/Credit Union Specialist):
Banks and Holding Companies (District 4); Credit Unions (Districts 4 and 5)
jmcelheney@dbf.state.ga.us 770-986-1643

Heather Ensminger, Training Director and Large Institutions Manager (Trust Specialist; SME for Compliance with the BSA):
SunTrust Bank, Synovus Bank, Reliance Trust Company and related holding companies
hensminger@dbf.state.ga.us 770-986-5021

Murali Ramachandran, Supervisory Manager (Applications; Capital Markets Specialist)
Corporate Activities; Business Analyst
mramachandran@dbf.state.ga.us 770-986-1645

Supervisory Manager Susan Andrews and **Acting Supervisory Manager Dawn McCaskill** are primarily assigned to assisting with IT conversions.

New Email Addresses for Department Staff

Effective November 14, 2016, the email addresses for all Department personnel will change to "first initial last name"@dbf.state.ga.us. (For example: John Doe = jdoe@dbf.state.ga.us.) Please update your address book accordingly.

2017 State Holidays

Pursuant to O.C.G.A. §1-4-1, the following is the list of state holidays when the Capitol and state agencies will be closed in 2017:

New Year's Day (January 1) - *will be observed on Monday, January 2*
Martin Luther King, Jr.'s Birthday - Monday, January 16
State Holiday (January 19) - *will be observed on Friday, November 24*
Washington's Birthday (February 20) - *will be observed on Tuesday, December 26*
State Holiday (April 26) - *will be observed on Monday, April 24*
Memorial Day - Monday, May 29
Independence Day - Tuesday, July 4
Labor Day - Monday, September 4
Columbus Day - Monday, October 9
Veterans Day (November 11) - *will be observed on Friday, November 10*
Thanksgiving Day - Thursday, November 23
Christmas Day - Monday, December 25

Action on Applications for the Month

The following is a summary of official action taken on applications by state financial institutions under Title 7, Chapter 1 of the O.C.G.A. and petitions for certificate of incorporation of financial institutions and other matters of interest during the month of October 2016:

FINANCIAL INSTITUTION CONVERSIONS

<u>PREVIOUS NAME</u>	<u>CONVERTED TO</u>	<u>APPROVAL DATE</u>	<u>EFFECTIVE DATE</u>
AB&T National Bank Albany, Dougherty County	AB&T	Pending	

APPLICATIONS TO ESTABLISH A BRANCH OFFICE

<u>FINANCIAL INSTITUTION</u>	<u>BRANCH OFFICE</u>	<u>APPROVAL DATE</u>	<u>BEGIN BUSINESS DATE</u>
Members First Credit Union Decatur	Hiram High School 702 Virgie Ballentine Drive Hiram, GA 30141 Paulding County	09-06-2016	10-05-2016
Metro City Bank Doraville	Bayside 215-45 Northern Boulevard Bayside, NY 11361 Queens County	11-30-2015	10-27-2016
SunMark Community Bank Hawkinsville	Perry 1005 Northside Drive Perry, GA 31069 Houston County	01-14-2016	10-12-2016

APPLICATIONS FOR RESERVATION OF A NAME

<u>PROPOSED NAME</u>	<u>COUNTY</u>	<u>APPLICANT</u>
First IC Bank	DeKalb County	Mr. David Park Alston & Bird LLP One Atlantic Center 1201 West Peachtree Street Atlanta, Georgia 30309-3424

FINANCIAL INSTITUTION MERGERS

<u>FINANCIAL INSTITUTION (SURVIVOR)</u>	<u>MERGED INSTITUTION</u>	<u>APPROVAL DATE</u>	<u>EFFECTIVE DATE</u>
First National Bank of Decatur County Bainbridge, GA	Citizens Bank Cairo, GA	10-12-2016	10-14-2016
National Bank of Commerce Birmingham, AL	Private Bank of Buckhead Atlanta, GA	10-31-2016	

South State Bank Columbia, SC	Georgia Bank & Trust Company of Augusta Augusta, GA	10-03-2016
Pinnacle Bank Elberton, GA	Independence Bank of Georgia Braselton, GA	Pending
State Bank and Trust Company Macon, GA	The National Bank of Georgia Athens, GA	Pending
State Bank and Trust Company Macon, GA	S Bank Glennville, GA	Pending

**APPLICATIONS TO BECOME A BANK HOLDING COMPANY
AND/OR TO ACQUIRE VOTING STOCK OF A FINANCIAL INSTITUTION**

<u>BANK HOLDING COMPANY</u>	<u>TO ACQUIRE</u>	<u>APPROVAL DATE</u>
South State Corporation Columbia, SC	Southeastern Bank Financial Corporation Augusta, GA	10-03-2016
First IC Corporation Doraville, GA	First Intercontinental Bank Doraville, GA	Pending

DBF Outreach AND UPCOMING SPEAKING ENGAGEMENTS

- FDIC Community Banking Initiative - De Novo Outreach Meeting - Deputy Commissioner for Supervision Melissa Sneed will be participating in the FDIC's De Novo Outreach Meeting at the FDIC's Atlanta Regional Office on November 29, 2016. Visit <https://www.fdic.gov/news/conferences/communitybanking/2016/DeNovo/> for more information about this event.

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The Department is the state agency that regulates and examines Georgia state-chartered banks, state-chartered credit unions, state-chartered trust companies, and bank holding companies that own Georgia state-chartered financial institutions. The Department also has responsibility for the supervision, regulation, and examination of Merchant Acquirer Limited Purpose Banks chartered in Georgia.

In addition, the Department has regulatory and/or licensing authority over mortgage brokers, lenders and processors, mortgage loan originators, check cashers, sellers-issuers of payment instruments, money transmitters, and international banking organizations.

Our **Mission** is to promote safe, sound, competitive financial services in Georgia through innovative, responsive regulation and supervision.

Our **Vision** is to be a willing and able partner with our regulated entities in order to support vibrant economic growth and prosperity in Georgia.

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